CHAPTER TWO

LITERATURE REVIEW

This part consists of previous studies and conceptual framework.

2.1 Previous Studies

To support this study concerning the field of critical discourse analysis, the researcher puts several previous studies as considerations to add and fill the gap of existing studies.

Table 1. Previous Study

No	Writer	Title	Objective	Finding
1.	Kurniawan & Utami (2017)	The representation of Joko Widodo's Figure in The Jakarta Post	To investigate the representation of Jokowi's figure as the Governor of Jakarta, the Presidential candidate, and the President of Indonesia.	Deixis and synecdoches are the the most changes nomination strategy. The Jakarta Post prefers to focus on Jokowi when he becomes the President. The Jakarta Post represents Jokowi positively. Nomination and predication strategies are used to represent the shift in political support of Jokowi.
2.	Putra & Triyono (2018)	Critical Discourse Analysis on Kompas.com News: Gerakan #2019GANTIPRESIDEN	To describe micro, mezzo, macro, as well as to find out the social, political, and cultural situation of #2019GERAKANGANTIPRESIDEN	The result shows Kompas.com creates a positive image of the current government. However, this movement creates a possible threat for Jokowi as the President of Indonesia.

3.	Panuju (2019)	The Comparison of Jokowi and Prabowo Subianto Exposed on Youtube	To review the ratio of Jokowi and Prabowo in the Youtube channel.	The result shows that Jokowi's videos are more visited due to the way Jokowi often impressed people by his character. Moreover, it is also because Jokowi imitates the figure of someone who adheres to the values of tradition.

The first previous study was conducted by **Kurniawan & Utami (2017).** In conducting the research, the researchers use the Discourse Historical Approach proposed by Reisigl & Wodak to investigate the representation of Jokowi's figure as the Governor of Jakarta, the Presidential candidate, and the President of Indonesia. The method that is used by the researchers is a descriptive qualitative method. The research shows that Deixis and synecdoches are the most changed nomination strategy. The Jakarta Post prefers to focus on Jokowi when he becomes the President. The Jakarta Post represents Jokowi positively. Nomination and predication strategies are used to represent the shift in political support of Jokowi.

The next previous study is a research conducted by **Putra & Triyono (2018).** This research uses a theory proposed by Fairclogh in order to find out the micro, mezzo, macro, as well as to find out the social, political, and cultural situation of #2019GERAKANGANTIPRESIDEN. This research uses a descriptive qualitative method. The result shows that Kompas.com creates a positive image of the current government. However, this movement creates a possible threat for Jokowi as the President of Indonesia.

The last previous study was conducted by **Panuju (2019),** The research uses a theory of Semiotic concept of Strauss and John Fiske. The method that is used is a descriptive qualitative method. The result shows that Jokowi's videos are more visited due to the way Jokowi often impressed

people by his character. Moreover, it is also because Jokowi imitates the figure of someone who adheres to the values of tradition.

The difference between the three previous studies and this research lies on the theory and the object. Firstly, there are two theories that will be applied in conducting the research. The theory proposed by Norman Fairclough (1989). Secondly, the object of the research is an online news article found in The Jakarta News in order to see the way the news outlet portrayed Jokowi about the ongoing issue of Coronavirus.

2.2 Conceptual Framework

The explanation of conceptual framework is explained below:

2.2.1 Discourse Analysis

Discourse analysis is a study that examines or analyzes the language used naturally, both in written and spoken form towards users as an element of society. The study of a discourse can be carried out structurally by linking the text and context, as well as seeing a discourse functionally by analyzing the actions taken by a person for a specific purpose in order to give meaning to the participants involved. The data used in discourse analysis is by focusing on the construction of the discourse which includes written text in the form of written forms and oral texts in the form of various speeches.

Van Dijk (1997) mentions that discourse is usually identified as a form of spoken language, what is said in public speeches for example, or it could also refer to the ideas of certain schools of thoughts, for instance the discourse of contemporary philosophies. Discourse analysis is a study that often examines or analyzes language to be used naturally, both in written and spoken form towards users as an element of society. The study of a discourse can be carried out structurally by

connecting between texts or contexts, and can see a discourse functionally by analyzing the actions taken by a person for a specific purpose in order to give meaning to the participants who are also involved.

The data that will be used in discourse analysis is by focusing on constructing the discourse which includes written text in the form of a variety of writings, or oral text in the form of a variety of speeches. Discourse analysis is also concerned with the content of communication messages, some of which are text, speeches, trial transcripts or debates in forums. To get more perspective about discourse, Van Dijk (1997) also states that discourse is a set of propositions that are interconnected to produce a sense of cohesion or a sense of cohesion for the listener or reader. Cohesion or cohesiveness itself must arise from the content of the discourse, but a lot of the sense of cohesion that is felt by the listener or reader must arise from the mode of expression, namely the expression of the discourse. Moreover, he also argues that discourse is the most complete language unit, higher than clauses and sentences, has good cohesion and coherence, has a clear beginning and end, is continuous, and can be conveyed orally or in writing.

2.2.2 Critical Discourse Analysis

Critical Discourse Analysis concerns on discourse and power (Van Dijk 1998). In brief, CDA concerns studying the relation between textual structure and social context. Van Dijk (1993) defined Critical Discourse Analysis as the type of discourse that focuses primarily on social problems and political issues. One of the focuses is about political discourse concerning analyzing the text and talk of professional politicians or political institutions by not only looking at the language used but also the power that dominated the discourse.

Critical Discourse Analysis (CDA) helps to understand language in its use. Language turns out to be not just a means of communication, but is also used as an instrument to do something or a means to implement a strategy of power. Through language, people produce meaning in social life. First, language is used for various functions whose consequences can be very diverse. The ability to understand the function of language makes us more observant in calculating the consequences so as to increase the effectiveness of communication and discourse strategies. Second, the same phenomenon, according to Fairclough, can be described in various ways, there are variations in reports or stories, it can be literal, fictitious, representative or virtual. The various ways of describing reality imply the existence of certain interests, intentions and goals, so it takes sharpness in their interpretation. Third, the actual use of language tends to be non-transparent, meaning that many discourses do not directly express the sincere intentions of the speaker or writer, but are laden with rhetoric, manipulation and misdirection. Therefore, a critical attitude needs to question and suspect the importance of values or goals that are hidden behind language. Fourth, language, according to Van Dijk (1993), is both constructed and constructed. Language is constructed to produce meaning through adjustments to the demands of its grammatical rules: the use of vocabulary words, terms or metaphors has led to certain meanings; grammar regulates the use of verbs, themes, modalities; cohesion or coherence of sentences; and the structure of the text reflects the logic of the argument for justification.

According to Fairclough (2013), CDA is a critical study of language that becomes a medium to find out unclear relations of causality between discursive practices, events, texts, and wider social action. In addition, Fairclough (1995) states that Critical Discourse Analysis analyses the ideology of people by looking at how social practices, events and texts arise. This theory is proposed by

Fairclough named a three-dimensional approach which has three categories. The categories are textual analysis, the discursive practices analysis, and sociocultural practices analysis.

2.2.3 Fairclough's Three-dimensional Model

The explanation of the model will be presented below:
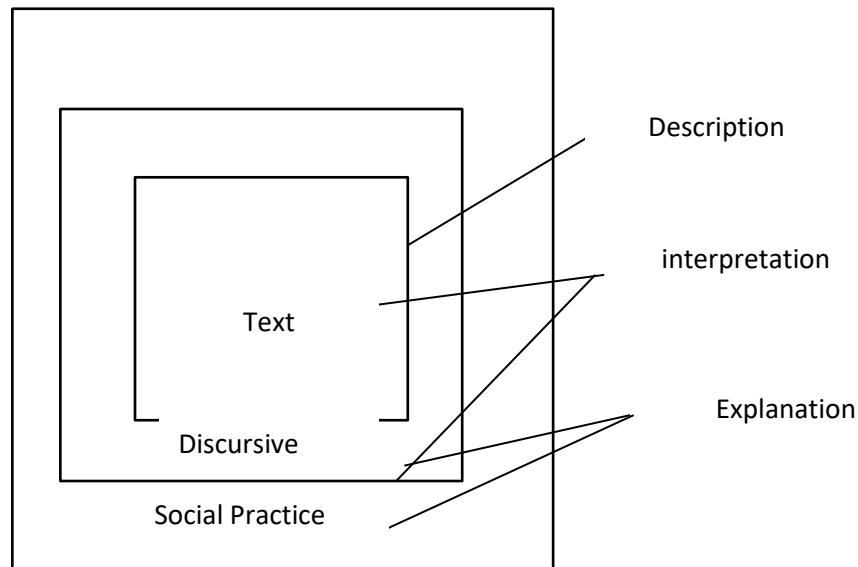
2.2 Fairclough's Three-dimensional Model (1989)

The figure above shows that Fairclough's Three-dimensional model is interrelated with each other in finding the topic of Critical Discourse Analysis. It means that, in conducting a research about Critical Discourse Analysis, those three models should be considered.

In this part, Fairclough (1985) states that text cannot be separated from the social context. Thus, he proposed a three-dimensional approach in order to see how the speakers of language convey certain ideological values requires thorough analysis. Seeing language in this perspective has certain consequences. Socially and historically language is a form of action, in dialectical relation to social structure. Therefore, the analysis must be focused on how language is formed and formed from social relations and certain social contexts.

2.2.3.1 Description

Description deals with the construction and structure of the text. The focus of this stage is to look for the meaning of the text. On one hand, description is the stage where it deals with the construction and structure of the text. It focuses on the analysis of language of text that conveys meaning. The purpose of text description is to explore the linguistics features (Pranoto & Yuwono, 2018). In this part, Fairclough categorizes the stage into looking for its vocabulary, grammar, cohesion, and text structure as the language has so many linguistic features. In textual analysis, the things studied are how the structure of the text, processes, and vocabulary are used to bring up certain representations. Fairclough sees text on many levels. A text not only shows how something objects are described but also the relationships between objects defined. When the text is produced the thing that is attention is the situational aspect when the text is produced. Text is generated in a condition or a unique, unique atmosphere, so that one text can be different from other texts. If the discourse is understood as an action, then the action is real is an attempt to respond to a situation or social context.

Not to forget, in this part, Fairclough specifies that there are five elements that need to be considered in analyzing the textual part which are overlexicalization, modality, active and passive voice, parallelism, and figurative language.

1. **Overlexicalization**. It deals with the overuse of wording that is often used to describe an ideology in the discourse. It usually shows in the form of synonymous repetition. For example, veiled women and veiled females.
2. **Modality**. It deals with the use of the modal verbs. In this case, the use of modality might express the speaker's judgement. Furthermore, modality is characterized as "the way the

interpretation of the clause is eligible to the speaker's judgement on the probability of the proposition" (Quirk et al, 1985).

3. **Active and passive voice**. In this part, the concern of the analysis is focusing on the grammatical use of a sentence by looking at whether the sentence is an active or passive sentence. Fairclough (1989) states that the use of active and passive voice can determine an ideology of a person.

4. **Parallelism**. It deals with the use of similar form, sound, or context in verbs, phrases, clauses, or sentences. To be said, parallelism has the ability to show a concept, image, interaction, and draw the interest of the readers. How to know the position of parallelism is by looking at the use of conjunctions and constructions such as *and, or, nor, not only, but also, whether, etc* in order to connect equal importance ideas.

5. **Figurative language**. It deals with the thoughts and emotions that are delivered by the speaker or a writer by using figurative words. It is used to give the best picturization of the speaker or writer's thoughts so it can be well understood by the hearer or reader.

2.2.3.2 Interpretation

Interpretation is a term in which texts and expressions are formed by texts that come before each other, respond to each other and one part of the text anticipates the other. According to Fairclough, all expressions, both written and oral, of all types of text are distinguished by changes from the speaker, and indicated by the previous speaker or writer. Each expression is linked by a chain of communication. All statements / expressions are based on other expressions, either explicit or implicit. Here other words are evaluated, assimilated, voiced, and expressed again in other forms. All statements, in this case the text, are based on and underlie other texts Therefore, in Interpretation stage, Fairclough (1995) concerns the situational context (time and place) and the

intertextuality context to find out what factors that are influencing the production and the consumption of the author and the recipient. The presence of CDA provides its own style in understanding the media based on the integration of text analysis, production process, consumption and distribution of text and sociocultural analysis (Fairclough, 1995: 24). The understanding of CDA through visual media is based on the linguistic analysis of the text. To add, the interpretation sees how it impact organizational institutions in the practice of discourse production. This institution can come from within the media itself as well as external forces that determine the process of news production. Important institutional factors are the media economy. Part of the media economy is advertisers, readership, intermedia competition, and capital owners. Another institution is a political institution. Institution. The politics has no direct effect on the resulting news text, but especially determines the atmosphere of the newsroom. These considerations determine whether events certain will be reported as is or cut, if it is cut which part is cut, and etc.

2.2.3.3 Explanation

Explanation deals with the interaction of a text and the social reality. The analysis in this dimension pertains to three aspects of the sociocultural context of a communicative event: economic, political (i.e., power and ideology), and cultural (i.e., issues of values). However, this research will focus on political aspects which are on power and ideology. It can be concluded that political practice deals with how texts are interpreted according to the political context within. In this case, the analysis will be focused to relate the text beyond the texts by relating it to the politics.

2.2.4 Discourse in Relation to Media

Talking about discourse in relation to the media. It is about interactions that take place through media platforms. The interaction that takes place through media creates discourse between society as it is published or made for the sake of informing people. The platforms that are used as a bridge

to create a discourse are through written or spoken in which the discourse is oriented to a non-present reader, listener or viewer.

Nowadays, discourse and media could not separate from each other because both parties are interrelated to achieve their main goal, which is to shape, persuade, or change society's perspective. Media discourse refers to the interactions that occur via broadcast platforms, whether oral or written, where discourse is oriented towards absent readers, listeners or the audience. Cullen (2010) states that written or oral discourse itself is oriented towards the reader or the listener / audience respectively. In other words, media discourse is a form of public interaction, produced, recorded. It's not ad hoc or spontaneous (in the same way as casual speaking or writing); it's not personal or off the beaten path record. Obviously since these basic characteristics may sound, they are very important for investigation, description and understanding of media discourse. As media discourse is produced, we need to consider how this is done - both in a literal sense of what is being created and at an ideological level. One important strand from media discourse research is preoccupied with taking a critical attitude towards media discourse, namely critical discourse analysis (CDA).

It is important that we continue to assess the messages that we consume from the mass media of our production. The fact that media discourse is public means that it is also under the scrutiny of many conversational analysts who are interested as a form of institutional talk, which can be compared with other forms of speech, both worldly and institutional. The fact that media discourse is recorded makes it attractive to discourse analysts and increasing due to the online availability of newspapers, radio stations, television programs and so on. Technological advances have greatly offset the ephemerality factor used to relate to media discourse, especially radio and television (where it used to be, if you want to record something, it has to be done in real time. Too add, social

factors influence the discourse that appears in the news. Fairclough (in Eriyanto,2005:325) asserts that the discourse that appears in the media is determined by changes in society. At the social level, community culture, for example, also determines the development of media discourse. Social media looks at macro aspects such as the political system, economic system, or the cultural system of society as a whole whole.